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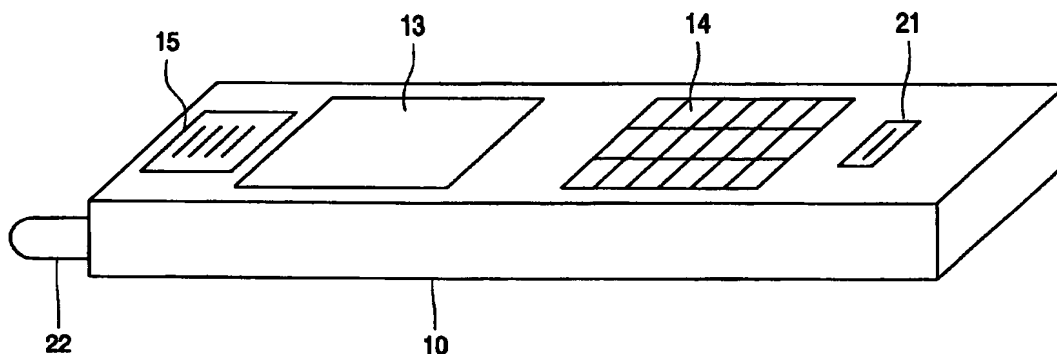
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(54) Title: PRESENTING AN INFORMATION ITEM ON A MOBILE DEVICE



(57) Abstract: This invention relates to a method of and a mobile device (10) for presenting an information item. Said mobile device can be a personal digital assistant, a palm top, a cell phone or a mobile phone. Said method including the steps of: retrieving an identification of at least one of user gear and apparel; determining a mode reflecting at least one attribute of identified gear and apparel and optionally sending the mode with an identification of said mobile device to a service provider; determining and presenting (13, 15) the information item dependent on said mode. Said method further includes the steps of: receiving a first message from a caller sent to said mobile device; determining a second message dependent on said mode, when said first message is received; and sending the second message to the caller as a response to said first message. Said method's step of determining a second message includes the steps of: sending the mode with an identification of said mobile device to a service provider; and determining the second message based on the received mode and the identification of said mobile device on the service provider. Said method further comprises the step of modifying at least one attribute of gear and apparel. This enables that an unpleasant or a dangerous situation of the mobile device emitting irritating sound or coming up with an intense, flashing coloured display is solved since said mode only presents what is convenient for the user. Further the mobile device or the service provider can automatically without user interaction respond to a call.